

Message Text

UNCLASSIFIED

PAGE 01 MADRID 03100 222114Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----230908Z 081627 /12

R 221550Z APR 77
FM AMEMBASSY MADRID
TO USDOC WASHDC
INFO SECSTATE WASHDC 9911

UNCLAS MADRID 3100

E.O.11652: N/A
TAGS: BEXP, SP
SUBJECT: COMMERCIAL PROGRAM IN STORE PROMOTION: GALERIAS PRECIADOS

REF: C. HOHNSON LUBKEMAN TELCON

1. IN COVERSATION WITH ANTONIO RODRIGUEZ PASCUAL OF GALERIAS PRECIADOS, LATTER SAID THAT A PROBLEM IN PROMOTING US PRODUCTS IS THAT MANY OTHER MULTI NATIONAL FIRMS PROVIDE PRODUCTS MANUFACTURED IN OTHER COUNTRIES UNDER US BRAND NAMES. THIS POSES DIFFICULTIES IN MEETING REQUIREMENT FOR US ORIGIN MERCHANDISE AND CUSTOMERS VOICE COMPLAINTS THAT THEY ARE NOT GETTING US GOODS AS REPRESENTED IN PROMOTION. THIS WAS PARTICULARLY TRUE RE CLOTHING TOYS AND GAMES, APPLIANCES ETC, GALERIAS OFFICIAL ALSO CITED GOS IMPORT RESTRICTIONS ON NUMBER OF NON ESSENTIAL PRODUCTS.

2. THAT SAID RODRIGUEZ ASSURED EMBOFF HIS STAFF WOULD STUDY ISP PROPOSAL TO SEE IF AN APPROPRIATE EVENT COULD BE STAGED DURING FY78. HE FELT THAT A WIDE REANGING AMERICANA THEME IN ALL GALERIAS SOTRES COULD NOT BE HELD (AS WAS CASE IN IT S FY 75 ISP). RATHER HE NOW ENVISAGED A SPECIALIZED A SPECIALIZED ISP ONLY IN SEVERAL GALERIAS. STORES, PROBABLY IN MADRID AND BARCELONA. SEVERAL THEMES HE MENTIONED AS POSSIBILITIES WERE: US HOUSEWARES US PRODUCTS RELATED TO A WESTERN FLAVOR, THOSE HAVING A COLONIAL US THEME OR US PSORTS AND REACREATION EQUIPMENT. RODRIGUEZ INDICATED THAT

UNCLASSIFIED

PAGE 02 MADRID 03100 222114Z

IF GALERIAS DECIDES TO PROCEED, IT WOULD DEEPLY APPREAITE PROMOTION SUPPORT SUCH AS AMERICAN INDIANS WORKING JEWERLY AND OTHER HANDICRAFTS A US MUSICAL GROUP OR OTHER TYPE OF PERFORMING ARTISTS, AND THE LIKE.

3. EMBASSY WILL SEND LETTER WITH DETAILS TO RODRIGUEZ WHO PROMISED TO RESPOND ASAP. AS SOON AS REPLY RECEIVED WE

WILL REPORT FURTHER.STABLER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 22-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MADRID03100
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770142-0097
Format: TEL
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770430/aaaaayxh.tel
Line Count: 63
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 4e2d8ea0-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 03-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2726300
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM IN STORE PROMOTION: GALERIAS PRECIADOS
TAGS: BEXP, SP
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/4e2d8ea0-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009